

**IN THE CLAIMS:**

This listing of claims replaces all prior versions and listings of claims in the application:  
We claim:

1. (currently amended) A method of delivering information across a computer network, comprising the steps of:  
  
receiving a request from a client program for user-selected information; and  
  
transmitting provider-selected information in response to the request if no qualifying provider-selected message has been previously transmitted to the client program.
2. (currently amended) An apparatus for delivering information across a computer network, comprising:  
  
a computer network; and  
  
an information server for receiving a request for user-selected information from a client program;  
  
the server being configured to transmit provider-selected information in response to the request if no qualifying provider-selected message has been previously transmitted to the client program.
3. (currently amended) A method of delivering information across a computer network, comprising the steps of:  
  
receiving a request from a client program for user-selected information; and  
  
transmitting provider-selected information in response to the request if no qualifying provider-selected message has been transmitted to the client program within at least one provider-selected interval.
4. (currently amended) An apparatus for delivering information across a computer network, comprising:

[at] a computer network; and

an information server for receiving a request for user-selected information from a client program;

the server being configured to transmit provider-selected information in response to the request if no qualifying provider-selected message has been previously transmitted to the client program within at least one provider-selected interval.

5. (original) The method of claim 1, wherein said request from a client program is by means of the Hypertext Transport Protocol.

6. (currently amended) The method of claim 1, further comprising the [steps] step of:

transmitting the user-selected information if a qualifying provider-selected message has been previously transmitted to the client program.

7. (currently amended) A method of delivering information across a computer network, comprising the steps of:

receiving a request from a client program for user-selected information; and  
transmitting provider-selected information in response to the request if no qualifying provider-selected message has been previously transmitted to the client program;

the provider-selected information causing the client program to transmit a second request for user-selected information.

8. (currently amended) An apparatus for delivering information across a computer network, comprising:

a computer network; and

an information server for receiving a request for user-selected information from a client program;

the server being configured to transmit provider-selected information in response to the request if no qualifying provider-selected message has been previously transmitted to the client program; and

the provider-selected information causing the client program to transmit a second request for user-selected information.

9. (original) The method of claim 7, further comprising the step of: transmitting the requested user-selected information in response to the second request for user-selected information.

10. (original) A method of delivering information across a computer network, comprising the steps of:

receiving an HTTP GET request from a client program for user-selected information;

transmitting from a server a provider-selected information in response to the HTTP GET request;

the provider-selected message causing the client program to transmit an HTTP POST request;

transmitting the user-selected information in response to the HTTP POST request.

11. (currently amended) The method of claim 10, [wherein:] wherein said HTTP POST request includes a referrer header containing a URL for the server.